



#02-075

**TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE**

TO: Regional Directors
Directors, Local Health Departments
Directors, Independent WIC Local Agencies
Director, Office of Public Health Practice

ATTN: WIC Breastfeeding Coordinators

FROM: Barbara Keir, Director **(Original Signed)**
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

DATE: July 26, 2002

SUBJECT: Distribution of World Breastfeeding Materials

The World Breastfeeding Month 2002 materials will be mailed to those local agencies that preordered their materials as scheduled:

- ' poster and child's coloring sheet were mailed Monday, July 15, 2002
- ' door hangers will be mailed sometime during the week of July 26, 2002

Local Agencies may post individual events on the attached World Breastfeeding Event Poster. Download in color at: <http://www.tdh.state.tx.us/wichd/bf/WBMevents.gif>.

This year's sample press release and suggestions for using it are attached, along with new ideas utilizing this year's theme. A copy of the Governor's Proclamation will be available on-line soon. To view information and materials for world breastfeeding month go to <http://www.tdh.state.tx.us/wichd/nut/nut1.htm> and click on World Breastfeeding Month in the menu on the left.

If you have questions, suggestions or comments or require additional information about World Breastfeeding materials and/or their delivery to your local agency, please contact Laurie Coker, Breastfeeding Specialist, Bureau of Nutrition Services, at (512) 458-7111, extension 3573 or Laurie.Coker@tdh.state.tx.us or Mary Van Eck, Nutrition Education Coordinator, Bureau of Nutrition Services at (512) 458-7111, extension 3484 or mary.vaneck@tdh.state.tx.us.

Attachments (3)



Healthy Mothers for Healthy Babies

Happy World Breastfeeding Month!

Ideas For Using 2002 World Breastfeeding Materials



This page is available at our website: <http://www.tdh.state.tx.us/wichd/bf/2002idea.htm>

Theme

This year's theme, *Healthy Mothers for Healthy Babies*, focuses on the health benefits that breastfeeding provides the mother. Breastfeeding helps the mother's body heal and helps prevent hemorrhaging after childbirth. It lowers her risk of breast cancer, ovarian cancer, and osteoporosis. It promotes bonding with her baby and releases hormones to help her relax. Breastmilk is readily available and free. Breastfeeding saves money on formula, bottle-feeding paraphernalia, doctor bills and hospital bills. It saves tax dollars. This year, Texas WIC clinics will receive **a poster, door hanger and child's coloring sheet** using the 2002 theme. The poster lists benefits to the mom, the door hanger lists benefits of colostrums to the baby, and the coloring sheet shows children five ways their mommies stay healthy.

Ideas

- Give door hangers to pregnant WIC moms, local hospitals and birthing centers to distribute to moms as soon as they have their babies.
- Visit local Girl Scout and Camp Fire groups. Coordinate an effort to put the 2002 World Breastfeeding Month door hanger in your hospitals' discharge packets for new mothers.
- Contact local doctor's offices, hospitals, Lamaze classes, and birthing centers. Ask them to display the poster in August.
- Post a list of breastfeeding benefits on bulletin boards at hospitals, birthing centers, doctor's offices and public health clinics.
- Invite soon-to-become fathers to your clinic. Talk about how breastfeeding improves the mother's health. Discuss how dads can support moms during pregnancy, labor, delivery, breastfeeding and parenting.
- Print this year's World Breastfeeding poster on paper grocery bags during the month of August.
- Ask your local museum directors to help you educate the community about the benefits of breastfeeding. Invite art, health or history museums to create a display during the month of August that features/promotes breastfeeding. Give them a 2002 poster.
- Ask local librarians to display art that portrays breastfeeding -- paintings, sculpture, and textiles. Promote books on breastfeeding. Give them a 2002 poster.
- Create a poster display showing five ways women can prevent or reduce the risk of osteoporosis. List
 - 1) breastfeed
 - 2) avoid tobacco
 - 3) limit intake of alcohol
 - 4) exercise daily
 - 5) take a calcium supplement
- Distribute the children's **activity books** at your libraries. Invite local libraries to do this activity during one of their August story-times. Books are downloadable at <http://www.tdh.state.tx.us/wichd/nut/Actbook.pdf> (English) and <http://www.tdh.state.tx.us/wichd/nut/ActbookS.pdf> (Spanish).

- Read a book that portrays breastfeeding to children in your WIC clinic. Give them the **children's coloring sheet** and talk about the picture and how breastfeeding is healthy for mothers and babies. Or give them the mammal babies coloring sheets and explain how we are mammals and all mammals make milk for their babies. This is downloadable at <http://www.tdh.state.tx.us/wichd/bf/kids.htm#item5>.
 - Plan an event at your clinic, local mall, library or Mother-Friendly Worksite. Or get together with other health programs in your community and have a women's health fair at a church, temple, mosque, business or mall. Answer questions. Have a booth about the health benefits of breastfeeding. Focus on benefits to the health of the mother.
 - Speak to the biology, health, or family life teachers and school nurses about the impact of breastfeeding on the mother. Encourage school staff to support breastfeeding among pregnant teens and to educate all students about the health issues of breastfeeding. Suggest the teaching module designed by New York Maternal and Child Health, on-line at http://www.health.state.ny.us/nysdoh/b_feed/index.htm.
 - Suggest to local schools or teen groups that they make a historical timeline of breastfeeding issues and informational materials from ancient times to present. They can display the timeline in history museums and libraries.
 - Visit women's groups in your community. Discuss the health benefits breastfeeding provides to the mother.
 - Visit the Girl Scouts, Chamber of Commerce, Shriner's or Kiwanis Club. Inform them about the health benefits of breastfeeding to the mother, and how breastfeeding provides lifetime benefits to her and her baby.
 - Organize A Walk To Your Town's Courthouse August 3 (Saturday). Invite each of the groups listed above to join you. Carry posters to promote breastfeeding. Invite a local band, orchestra or other music group to join you and play as you walk. Ask a prominent physician in your town to talk at the Courthouse steps for 3- to 5- minutes about why breastfeeding benefits your community. Offer bookmarks or breastfeeding fact sheets.
 - Coordinate a walk, bike race, dance marathon, or run promoting World Breastfeeding Month.
 - Invite breastfeeding mothers in your clinic and community to contact local radio stations during the month of August to request that they air a segment on the benefits of mother's milk.
 - Make sure every childcare facility in your community knows about the WIC Breastfeeding Training Module for childcare workers, available at <http://www.tdh.state.tx.us/lactate/childcare.htm>. Give each one a World Breastfeeding Month poster.
 - Customize the sample press release and send to local newspapers, newsletters, magazines and other community publications to make people aware of World Breastfeeding Month and your activities honoring breastfeeding women. (See <http://www.tdh.state.tx.us/wichd/bf/press2002.pdf>.)
- Print from http://www.tdh.state.tx.us/wichd/bf/WBM_gov.htm **2002 Governor's Proclamation** the 2002 Governor's Proclamation and post in
- | | | |
|--------------------|------------------|------------------------|
| ▪ WIC Clinic Sites | ▪ Ob-Gyn Clinics | ▪ Childcare Facilities |
| ▪ Grocery Stores | ▪ Museums | ▪ Libraries |
- During August, pin a paper rose on the lapel of every breastfeeding mother you see and give them the **License to Breastfeed in Public** card, stock #WIC-06-10830.
 - For more ideas, go to our website at <http://www.tdh.state.tx.us/wichd/bf/bfactivities.htm> and <http://www.tdh.state.tx.us/wichd/bf/WBM.htm>. For bulletin board pieces promoting this year's theme, contact Laurie Coker at (512) 458-7444 or WICGENERAL@tdh.state.tx.us

Home	[http://www.tdh.state.tx.us/wichd/nut/nut1.htm]
Texas WIC Breastfeeding	[http://www.tdh.state.tx.us/wichd/bf/bf1.htm]
WBM	[http://www.tdh.state.tx.us/wichd/bf/WBM.htm]
Sitemap	[http://www.tdh.state.tx.us/wichd/bf/2002them.htm]
2002 Theme	[http://www.tdh.state.tx.us/wichd/bf/2002mats.htm]
Materials	[http://www.tdh.state.tx.us/wichd/bf/2002idea.htm]
Ideas	

Utilizing Press Release for World Breastfeeding Month

1. Customize the sample press release on your letterhead with your own activities to give to your local media. After you have localized the press release on your own letterhead, place it in a folder or 9x12 envelope.
2. If you can, hand-deliver this packet to your local newspapers, radio stations and TV stations. If you have a relationship with reporters in any of these media, call them first and let them know you're coming. The best time to call the media is mid-morning or early afternoon; the worst time is late afternoon.

If you cannot hand-deliver the packet, send it to the lifestyle editor (or managing editor on smaller papers) at newspapers and to news directors of radio and TV stations.

3. A few days after you deliver or mail the packet, call the editors/news directors and ask if they received it and if you can answer any questions they may have -- about WIC, about breastfeeding, about World Breastfeeding Day. Be prepared to explain everything that you gave them in the press release about World Breastfeeding Day.

A word of caution: Remember that **ANYTHING** you say to an editor or reporter may be quoted, so be careful of what you say -- and be polite, even if they are not.

4. Timing is important. You don't want to give them information too early, or it will get lost as they "hold" it to run closer to the event. Two weeks before the event is ideal. One week is cutting it close, but it's not impossible to get coverage.

FOR IMMEDIATE RELEASE

CONTACT: _____ at (_____) _____ - _____
(Breastfeeding coordinator or director) (phone number)

August Is World Breastfeeding Month

Name of local agency or clinic site

Address

(City)

(State)

will celebrate World Breastfeeding Day August 1, 2002, with

(events or activities)

from: _____ to: _____
(time) (location)

The celebration marks the beginning of World Breastfeeding Month 2002, an annual campaign to increase public awareness of the importance of breast-feeding. The campaign is sponsored by the World Alliance for Breastfeeding Action (WABA) in conjunction with the World Health Organization, UNICEF, La Leche League International and the Texas Department of Health.

"Healthy Mothers for Healthy Babies" is the theme of this year's campaign, which will focus on the health benefits breastfeeding provides the mother. While providing excellent health benefits to the baby, breastfeeding helps the new mother heal after giving birth, reduces her risk for hemorrhaging, and helps use calories to lose weight. Breastfeeding mothers are at lower risk for ovarian cancer and osteoporosis and may also be at lower risk for breast cancer. The goal of the Texas Department of Health is to have 75 percent of all Texas infants breastfeeding at hospital discharge and 50 percent still breastfeeding when they are 6 months old.

Current Texas breastfeeding rates are 67 percent at hospital discharge and only 28 percent at 6 months.

The Texas Position Statement on Infant Feeding, a collaborative effort of Texas health-related organizations, consumers and professionals strongly supports breastfeeding as the optimal way to feed infants. The Texas Department of Health and more than 32 other health organizations and insurance companies have endorsed this position statement. The American Academy of Pediatrics recommends exclusive breastfeeding the first 6 months of life and continuation of breastfeeding for the first year of a baby's life or longer.

Doctor Eduardo Sanchez, Commissioner of Health, says, August 1, 2002, marks the twelfth anniversary of the signing of the Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding, which recognizes the importance of breastfeeding to infant and maternal health as well as the social, economic and ecological benefits it provides to the family and society.

The declaration, adopted in 1990 by 32 governments and 10 United Nations agencies, states: "As a global goal for optimal maternal and child health and nutrition, all women should be enabled to practice exclusive breastfeeding, and all infants should be fed exclusively on breastmilk from birth to 4 to 6 months of age. Thereafter, children should continue to breastfeed while receiving appropriate and adequate complementary foods for up to 2 years of age or beyond. This child feeding ideal is to be achieved by creating an appropriate environment of awareness and support so that women can benefit in this manner." WIC clinics across the state have been provided with promotional materials. These materials will be displayed and distributed at local WIC clinics to honor breastfeeding clients and educate pregnant women about breastfeeding.